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ABSTRACT

Designed to provide assistance to countries in developing centralized services to their libraries for nonbook materials, this pamphlet contains examples from five countries that have succeeded in establishing such services. Those examples include: (1) "The Central Library Service for AV-Materials in Denmark" (Suzanne Hemmeth Christoffersen); (2) "The Position of Audiovisual Media in the Federal Republic of Germany--Problems and Perspectives" (Wilhelm Wiemers); (3) "National Service to Public Libraries in the Field of Audiovisual Media: The Situation in the Netherlands" (Ed Spruit); (4) "Norway: Audiovisual Media in Biblioteksentralen, Oslo" (Per Chr. Erikstad); (5) "Sweden: The Activities of the AV Section of the Bibliotekstjanst" (Birgitta Malmquist). Information on Danish services includes: review sources, cataloging and classification, publication of talking books, storage equipment, national bibliographic registration of audiovisual materials, other bibliographies and catalogs, microforms, and online searching. The article on Germany discusses records and cassettes, music, video films, and the Supply Centre for Public Libraries (EKZ). Information on the Netherlands includes problems of the public library in integrating audiovisual materials and a description of the services and other activities of the Dutch Centre for Public Libraries and Literature (NBLC). Discussion of Norwegian services includes language courses, music, and use of videotapes in libraries. Finally, Swedish activities discussed include music services; filmstrips, slides and language courses; talking books; and cataloging. Brief biographies of the contributing authors and their addresses are provided. (JB)

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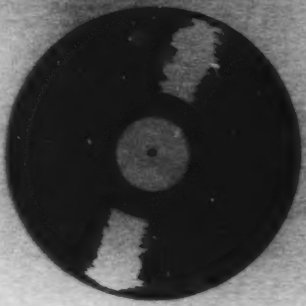
AV in action

Centralized library services for audiovisual media



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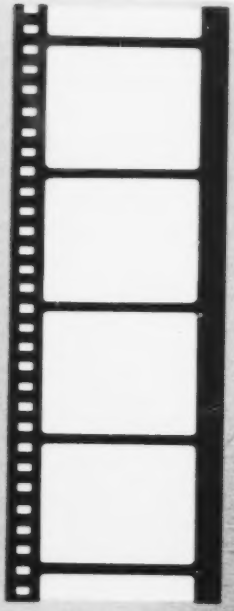

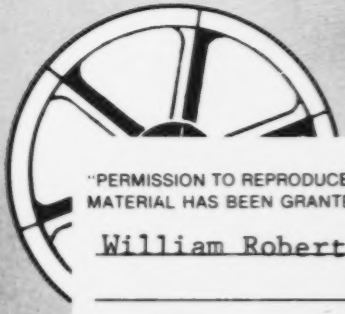

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AV in action 4

Centralized library services for audiovisual media

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Foreword

In times when lack of money seems to be the major problem for every type of library around the world, it is essential that the resources we have are used in such a way that our libraries develop and flourish in spite of economic restrictions. One way of doing this is to have easy access to the materials we use and the information we need.

In order to achieve this, the service to our libraries has - in many countries - been centralized. A Library Service Bureau (or similar institution) can help the local library give a more effective service to the public, especially those small libraries with limited staff resources.

In many countries today, non-book materials are treated as important library resources, but it is also a fact that some countries are very much more restricted in their use of non-book materials. At the moment, however it is of the utmost importance that information and knowledge is obtained from those countries which have developed good centralized services to their libraries concerning these media.

This booklet gives examples from some countries which have such services and it is our hope that these case studies from Denmark, Holland, Norway, Sweden and West Germany will provide many helpful ideas about how to improve the provision of non-book materials in libraries in your country.

Anna-Maria Kylberg

Chairperson
IFLA Round Table on AV Media

National Centres for Library Services and ROTNAC

National Centres for Library Services

In a number of countries, there exist national centres which aim to improve the quality and efficiency of libraries by undertaking to perform centrally certain essential and basic library services. These centres are organized at national level and are connected with the government and/or the various library organisations of the country.

The services which these centres offer can relate to acquisitions, cataloguing and classification, reviewing services, publicity, and how libraries should store materials. The ways in which these services are organized and paid for will vary from country to country, but, in spite of the differences, there are many similarities especially in the aims and objectives of the centres.

For these reasons, the national centres for library services came together to form a Round Table within IFLA (International Federation of Library Associations and Institutions).

ROTNAC

The Round Table of National Centres for Library Services (ROTNAC) has been in existence since 1976.
Purposes of this Round Table are:

- To provide a platform on which the centres meet to talk about their mutual problems and possibilities;
- To promote cooperation between the existing centres;
- The exchange of information about new developments and plans;
- The comparision of working methods and results;
- The promotion of centralized library services in other countries.

In this issue of 'AV in action' five members of ROTNAC give a survey of their activities in the field of audiovisual media.

1 The central library service for AV-materials in Denmark

Suzanne Hemmeth Christoffersen

When public and school libraries began to include categories of AV-materials in their collections in the early 1970s, the resulting problems were taken up for assessment and solving at a central level.

School libraries, in particular, required information about new AV-materials on the Danish market, and a number of purchasing guides on the individual categories of materials were prepared at a central level.

'Av-fortegnelsen' (Order form: AV-materials)

These requests for centrally produced materials selection aids led to the Danish Library Bureau publishing, in 1972, a monthly list of new materials: *'Av-fortegnelsen'*. The 'Av-fortegnelsen' is published in sets of 4 forms, which makes it easy for the libraries to order simultaneously materials, cards, and circulation sets.

The *'Av-fortegnelsen'* records newly published AV-materials on the Danish market which are believed to be relevant to the selection of materials for public and school libraries.

In order to distinguish the *'Av-fortegnelsen'* from other materials selections aids, AV-materials are defined as:

1 those with an informative or artistic content
2 those whose use requires some type of apparatus for presentation i.e. slides, filmstrips, audio tapes, transparencies, gramophone records, films and video tapes.
(Musical records and tapes are entered in a separate list.)

The selection is made by a group of consultants, who are working librarians. They mark the materials as being of interest to children's libraries, school libraries and public libraries respectively. The part of the *'Av-fortegnelsen'* which includes materials of interest to children's and school libraries may be subscribed to separately.

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'Av-beskrivelser' (AV-descriptions)

The *'Av-beskrivelser'*, that is to say, the reviews of the materials in the *'Av-fortegnelsen'* of interest to school libraries, are sent out on the same day as the monthly *'Av-fortegnelsen'*. The descriptions are prepared by a number of teachers and school librarians.

The *'Av-beskrivelser'* are in model form, and as far as non-fictional materials are concerned, they include a bibliographical description, didactic elements (contents, teaching aim, level of application), methodological elements as well as technical quality, and as far as fictional materials are concerned, they

Beskrivelse af av-materialer

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Description of audiovisual materials (1) and Order form for audiovisual materials and catalogue cards (2). Both are produced by Bibliotekscentralen, Denmark.

include a bibliographical description, description of the material and an assessment of the material and its applications.

The *'Av-beskrivelser'* are also published on microfiche. In 1981 an edition was published which incorporated all published 'Av-beskrivelser' from 1973 to 1980, followed by biennial supplements.

Cataloguing service

All titles registered in the *'Av-fortegnelsen'* are accompanied by an offer of shelf-list cards, card sets and circulation sets. The circulation sets comprise circulation cards and book-pocket labels. Cards and circulation sets are available from general stock so that libraries may order them at any time.

Supply service

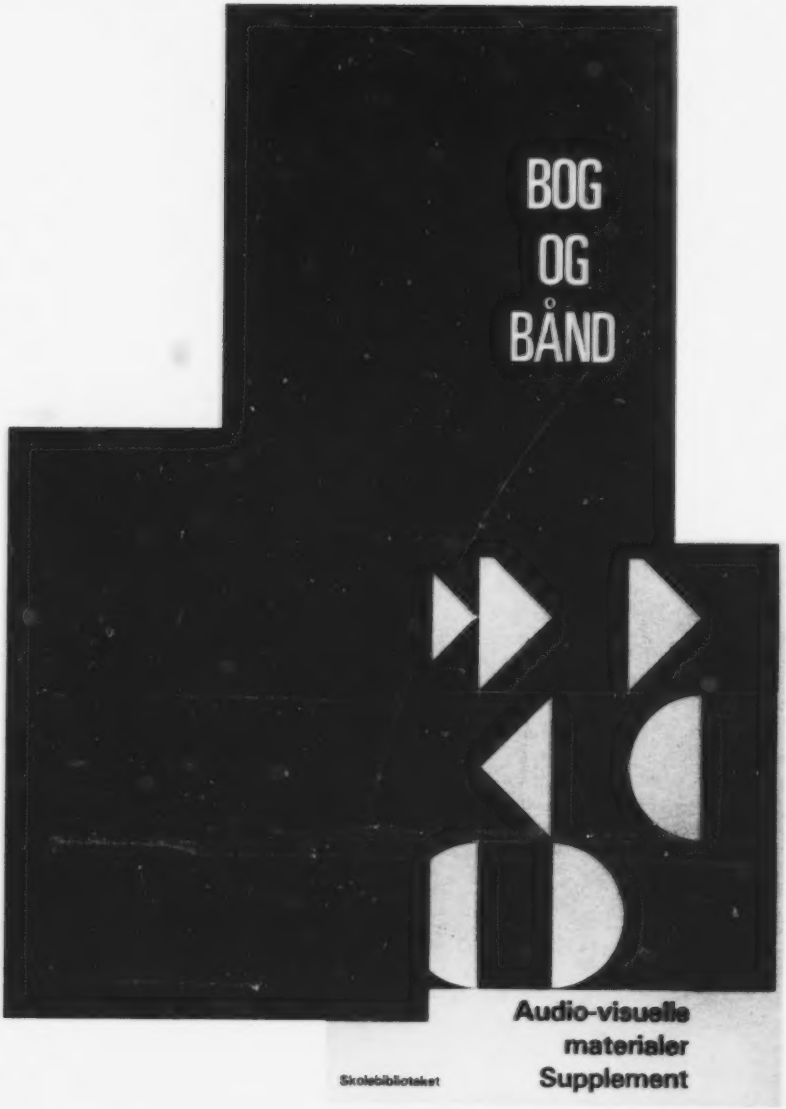
Talking books are published by the Danish Library Bureau (see below) and are offered ready for library use, i.e. supplied with storage equipment, circulation sets and shelf-list cards.

Publication of talking books

The activities of the Danish Library Bureau include the publication of various aids and materials of interest to libraries, including talking books on cassette tapes, which was started in 1976. This activity was commenced as a result of a recommendation in 1972 on the production and distribution of talking books in order to make it possible for visually handicapped persons to borrow talking books at the local public library. The Danish Library Bureau's talking books are produced in accordance with the Danish Copyright Act and may only be lent to visually handicapped persons and persons of retarded reading ability. The annual production is about 150 titles of which children's literature accounts for one third. The spoken literature comprises Danish as well as foreign books translated into Danish.

Storage equipment

The Danish Library Bureau deals in a limited range of storage equipment for AV-materials. It includes plastic bags for records, cassette tapes and transparencies as well as plastic pockets for slides. Moreover, it deals in cases for multi-media packs, for instance, slides, audio tapes and books, and the Danish Library Bureau co-operates extensively with Bibliotekstjänst in Sweden as regards the import of suitable storage equipment.



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Other publications of Bibliotekscentralen, Denmark.

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Cataloguing and classification

The Danish Library Bureau's registration of AV-materials takes place through terminals to the Danish Library Bureau's database and is carried out on the basis of 'Katalogisering af av-materialer, 3. udg., 1981' (Cataloguing of AV-materials, 3rd Edition, 1981), which only includes rules relating to public libraries and school libraries, and which was originally published in 1970. All public and school libraries comply with these rules. The rules are based on the Anglo-American rules of 1967 and have been adapted to Danish conditions as framework rules for an as yet unexplored area. In the course of time, the need for a differentiated set of rules has caused changes, notably with regard to ISBD-punctuation in respect of input to the database as well as the registration of audio tapes and multi-media packs such as language courses - both are types of materials which, in recent years, have dominated the AV-market. The AV-cataloguing rules are, therefore, a supplement to *'Cataloguing rules'*, which are used for the registration of books and which are a translated and adapted version of the AACR. Classification is carried out on the basis of 'Decimalklassedeling, 5. udg.' (Decimal Classification, 5th Edition).

In autumn 1983, a subcommittee on cataloguing rules for non-book materials under the Danish Cataloguing Committee was established. Its task is to make cataloguing rules for audio-visual materials on the base of AACR 2nd edition and the ISBD. This work will be finished in 1985. 11

National bibliographical registration of audio-visual materials

Because of the heavy expansion in the production of talking books - spoken novels, short stories, etc. on audio tapes - a need for a complete bibliography of all talking books published in Denmark developed gradually. In 1982 such a bibliography was introduced as part of the national bibliography: *'Dansk lydfortegnelse'* (The Danish National Bibliography. Sound Recordings), which includes all gramophone records and audio tapes where the primary content is not music. It comprises not only talking books and magazines but also teaching materials and informative records and tapes. Materials produced by or for Danish publishers and available to a wider circle are registered. It also includes gramophone records and audio tapes which form part of the multi-media packs. The *'Dansk lydfortegnelse'* is published quarterly with an annual cumulation.

Visual media, such as films and video, have become a more common feature of everyday life in Denmark, and video as a

future medium in libraries is one of the subjects that the Royal Danish Commission on Mass Media (set up in 1980 by the Danish Government) has dealt with in a recommendation published in October 1982.

On this occasion, but also in the light of two other recommendations about motion pictures and the libraries (1977) and about the central services for material selection (1982), the Danish Library Bureau has initiated a national bibliographic registration of slides, transparencies, motion pictures and videorecordings, starting from spring 1984 and which will be produced as an annual cumulation from the beginning of 1985. It will include the visual materials mentioned above, produced by or for Danish publishers and available to the public for sale, for hire or for loan. Loan is a widespread way of promoting motion pictures and videorecordings in Denmark because of the cost of the materials.

Other bibliographies and catalogues

In the *'Filmregistret'* (The Register of Films) the Danish Library Bureau has for several years registered all films for hire to a wide circle of users in Denmark, and in 1977 it was extended to include video tapes as well. The *'Filmregistret'* is an annual publication of new films with an index volume containing references to all films as from 1962. Films and video tapes, which are on the market, will be registered in the previously mentioned *'Av-fortegnelsen'* if they are of interest to public libraries and school libraries.

The current registration of AV-materials in Denmark is supplemented by the publication of catalogues designed for the various types of libraries and divided for the most part according to categories of materials.

'Børnebibliotekskatalog' (Catalogue for Children's Libraries) is a joint catalogue covering the children's libraries' stock of materials based on the purchases made by 14 central libraries as well as Copenhagen and Frederiksberg. It includes 3 special catalogues *'Dias. Film'* (Slides and Films), *'Lydbøger'* (Talking Books) and *'Grammofonplader. Kassettebånd'* (Gramophone Records and Cassette Tapes), which besides music comprise stories, dramatization and singing games.

'Skolebibliotekskatalog' (Catalogue for School Libraries) is a joint catalogue covering the school libraries' stocks of materials based on the purchases made by the school libraries of 10 local authorities. It includes books and AV-materials published within the last ten years.

'Audio-visuelle materialer' (Audio-Visual Materials) is a purchasing guide, and it has been prepared on the basis of titles of interest to school libraries in the 'Av-fortegnelsen' from its start in 1972, up to and including May 1980. It includes those titles which could be bought at the deadline of this article and which in the opinion of the editorial committee could be recommended for school libraries and joint collections.
The 'Audio-visuelle materialer' is published every four years with a supplementary volume in the intervening years.

'Bog + band' (Book + Tape) is a catalogue of books on tapes suitable for school libraries, spoken in Danish. It includes books + tapes for reading instruction, talking books and anthologies (chapters of reading books, etc.). A main catalogue is published every two years and a supplementary volume in the intervening years.

'Lydbogskatalog 1981' (Catalogue of Talking Books 1981) is a bibliography of all talking books and book + tape materials published from the introduction of the talking book in the mid-1970s and up to and including 1981, and it covers the intervening period until the publication of the 'Dansk lydfortegnelse'. The catalogue has also a list of talking books published by The State Library for the Blind.

'Gode lydbøger' (Good Talking Books) is a catalogue for distribution to talking book borrowers, and it is published in a traditional printed version as well as in a spoken version on cassette tapes. The catalogue mainly comprises fiction but, to some extent, also non-fiction and magazines published during the preceding year. The catalogue is published once a year.

Microforms

Microforms are new formats for registration purposes even though they have been included in the collections of most libraries for some years.

In 1982, the Danish Library Bureau started to register microforms, and these are published as part of the 'Bogseddelfortegnelsen' (Book Order Forms), with information about new materials and with corresponding work and order forms. The registration includes newly published Danish microforms of interest to public libraries, both COM-products and reduced texts, including publications of interest to local history research and genealogy.
It is not a national bibliographical registration.

The *'Bogseddelfortegnelsen'* is accompanied by an offer of catalogue cards (shelf-list cards and sets of cards) but no further processing service. The Danish Library Bureau can provide protective pockets, cassettes and folders for storage of microfiche.

At the present moment there are no official cataloguing rules covering microforms, but the Danish Library Bureau uses a draft translation of the AACR II, Chapter 11.

On line searching

The bibliographies and catalogues mentioned above are produced via the Danish Library Bureau's bibliographical database and are therefore accessible through the common database of the Danish public libraries.

2 The position of audiovisual media in the federal republic of Germany – problems and perspectives

Wilhelm Wiemers

Although audiovisual media[1] are nowadays capable of extending public library services in a variety of ways and in many fields (without limiting the function and the significance of print media such as books and periodicals), the integration of the non-book media is advancing much too slowly and with too many gaps: integration is incomplete.

It is true that expert reports[2] and library development plans[3] consider the provision and supply of audiovisual media one of the standard tasks of any modern library, but if we take a look at the 'German Library Statistics' of 1981 we see that up to now only 37.9% of all public libraries offer audiovisual aids. In 30.5% of the libraries the non-book supplies consist only of records or cassettes. 2.2% of the libraries offer slides.

Unfortunately it is not possible to infer from the 'German Library Statistics' how many of these libraries offer films and video film cassettes. The proportion probably is less than 1% and is therefore of no importance up to now. Of the 37.9% of public libraries which offer audiovisual aids, only a very few possess stocks which could be considered sufficient. Therefore, many patrons' needs cannot be met.

Owing to the present economic crisis and the cuts in funds for public libraries, audiovisual aids are being progressively more restricted in the catalogue of library materials and services offered. Generally, this saving trend hits the audiovisual media first, then the print media.

[1] 'Audiovisual Media' is the generic term for *auditive media* (audio discs and audio cassettes), *visual media* (slides, silent films) and *audiovisual media* (sound films, video cassettes and video discs).

[2] For instance 'Öffentliche Bibliothek. Gutachten der Kommunalen Gemeinschaftsstelle für Verwaltungsvereinfachung (KGSt). Berlin 1973'.

[3] 'Bibliotheksplan '73. Entwurf eines umfassenden Bibliotheksnetzes für die Bundesrepublik Deutschland. Berlin 1973'.

Among the Federal Republic's librarians, two opinions are currently gaining acceptance and we may summarize them as follows:
Simplifying it somewhat, one can say that one school of thought holds the conservative view that libraries should lend only print media and should be dedicated exclusively to the promotion of the reading culture. The other school of thought wants to integrate audiovisual media into general library provision, since in particular records, cassettes and video films have developed into mass communication media which influence the public's opinions and attitudes more intensely than books. The mass media have developed essential influences in the process of socialization.

Those librarians who appreciate that non-book media have come to stay want to be supplied with better alternatives in order to be able eventually to counteract the flood of inferior non-book productions. Even today, to a sometimes distressing extent, badly made non-books by the communications industry influence thinking and attitudes. A large part of the commercialized non-book materials has a clearly negative repercussion on patrons. For instance, the overt or covert glorification of violence in video films in recent years has become a serious worldwide problem.

Most children's records and cassettes transmit the opposite of cultural values. Fictitious worlds are built up, with all their temptations of false identification and escape. These products do not broaden - as they should - the powers of perception and the critical faculties of the listeners. What is missing in such 'children's' productions is imagination, true humour, jokes and fun (that is, good entertainment), the playful training of social behaviour, an educational introduction to conflicts and their possible solutions.

Rock and Pop music, apart from some qualitatively valuable products, mean a deluge of worthless products pouring onto the record and cassette market.

Ever since the huge international media companies (with their sophisticated production and distribution networks) came into being, Western cultures have shrunk into one single global village. Books are no longer the decisive means of communication; greater influence is exerted by television, video films, records and cassettes.

In many cases, libraries abroad have found a better way of coping with the problems that have resulted from this than libraries in the Federal Republic because audiovisual aids were

accepted as a challenge. We must admit sadly that the libraries of the Federal Republic continue to be a 'developing country' in this respect.

In view of the increasingly negative attitude toward audiovisual media, it is reasonable to fear that whatever small progress was made in Federal Germany in the last few years will be reduced or even undone.

Those libraries which restrict themselves to the ivory tower of lending print media, thoughtlessly deprive themselves of the opportunity of making genuinely critical and imaginative alternative provision.
Instead of promoting cultural values by 'counter-offers', the immense quantity of poor and mediocre non-book supplies may destroy those very values. Such a trend can result in the few really imaginative and valuable non-book productions meeting with even more obstacles on their way to the public.

Here are a few numbers and facts on the two most important non-book media.

Records and cassettes

If we take the number of inhabitants as an indicator, the records and cassettes market in the Federal Republic of Germany has developed into the second largest in the world, after the USA.

In 1982 audio disc and cassette sales totalled 2.16 billion German marks. There were 4170 new audio discs and 2580 new cassettes introduced into the market.

Record and cassette production is divided into the following areas:
- Music
- radio plays and stories for children
- talking books (imaginative literature - belles lettres, fiction and poetry - as well as non-fiction literature).

Music

Only fifty years ago, the great musical heritage of our culture was still reserved exclusively to the relatively small section of the population which could afford to go to concert and opera halls. The invention of the phonographic recording by Emil Berliner and T.A. Edison made music accessible to large sections of the population. Music was 'democratized'; it was no longer a privilege of élite. However, the growth of music production has led to an overproduction which can scarcely be coped with any

more. For instance, in the Federal Republic there are currently 29 recordings of Beethoven's 5th symphony on the market.

In the field of light music, especially within the Western youth cultures, rock and pop music became the number one vehicle of musical expression. This kind of music accompanies the everyday life of many people and thus has a more lasting effect than any other.

Meanwhile rock and pop can look back on a history of 30 years. This kind of music always was a motley combination of qualities: on the one hand it is a throw-away product of the cheapest kind, on the other hand it is an artistic treat of the highest quality. There are song-texts of the lowest standard, side by side with diligently and ambitiously composed pop lyrics. Often pop music is no more than a cheap public relations product, but it can also be a manifestation of social consciousness. Thus, rock and pop music are simultanously a consumer and a cultural product.
It is one of the indispensable tasks of a library to serve as an intermediary of classical and of light music: failure to do this means the suppression of an important aspect of our intellectual production. We have the same duty regarding phonographic productions for children and young persons, and regarding auditive literature (talking books) which also make literature accessible to the partially sighted and blind.

Video films

Virtually overnight the Federal Republic of Germany developed into one of the largest video nations of the world. It seems that many of our citizins are not satisfied with the 13.000 transmitting hours which in this country are broadcast annually by the (at the moment) 3 programmes of our television network. Therefore Germans, by direct initiative, created their own 4th programme by connecting their television set to a video recorder.

At present every ninth household in Federal Germany owns a video recorder (every 20th in the USA, although in the US there are more TV channels available). By 1985, according to market studies, every fifth West German household will own a video set. In 1982, commercially operated video shops (which spring up like mushrooms) rented out 120 million video films. This means sales of approximately 1 billion German marks.
Today you can already choose between a variety of more than 5.500 video cassettes of which no more than 1.000 titles are suitable for use in public libraries. Any important movie production is soon available as a video cassette. Over and above

that there is also a flood of badly made horror, violence and porno productions which certainly have a negative influence on consumers, especially on children.

Libraries in the big cities are already today complaining about the partial exodus of certain groups of patrons to the private video shops. There are many patrons who in the next few years will no longer enter a library: by means of the video film cassette they build up their own 'communicationless' world into which they escape to revel in the consumption of trivial comedy, war or porno movies. This phenomen is so serious that the Federal Republic's libraries will certainly not be able to close their eyes to it in the next few years.
Librarians are confronted more and more with the repercussions of the video supply. At present, a discussion is getting under way on how to react to the medium 'video'. It is too early, however, to arrive at clear-cut concepts.
It is also interesting to note that there are currently no libraries in Federal Germany with significant collections. Other countries, especially Great Britain, are much further advanced. There are, on the other hand, a few German librarians who, in a most commendable way, are extremely well versed in British and American development regarding video in libraries. As they transmit their experiences this will certainly have favourable repercussions on their German colleagues' level of knowledge and state of the art.
At the present time it is difficult to foretell the speed and the degree of dissemination of videofilm-holdings in Federal German libraries.
The author finds it difficult to be optimistic in this regard, in view of having had unfortunate experiences during the past few years with the reception and integration of other audiovisual media into the library standard holdings. At any rate, by the end of 1983, a survey of the EKZ (Supply Center for Public Libraries) unearthed the following preferences:
Question: 'Are you interested in a videofilm supply?'
Affirmative answers:

Towns with more than 200.000 inhabitants	41.2% of the libraries: yes
Towns with 100.000 to 200.000 inhabitants	24.0% of the libraries: yes
Towns with 20.000 to 100.000 inhabitants	9.7% of the libraries: yes
Towns with less than 20.000 inhabitants	2.6% of the libraries: yes

Even if only a few of the libraries showing an interest in video actually manage to offer video to the public, these figures are interesting because the different towns show a disposition, varying according to their size, to accept the challenge of this new medium.

EKZ's Supply of Services

As an institution dedicated to the supply of public libraries, the Supply Centre for Public Libraries 'EKZ' in Reutlingen at present offers the following services in the field of audiovisual media:
In the publications of the 'Central Review Service', trained librarians continually write reviews of the new publications of audio discs and cassettes. Here the above-mentioned 'Zentraler Besprechungsdienst' confines itself to light music (emphasis on rock and pop music), on productions for children and young people and on the so-called 'talking books'. In the realm of classical music there exist a number of excellent specialized periodicals on the German market where the explosion of new records is presented to the public extraordinarily fast. Thus there is no need for a separate write-up service by our librarians.

Particularly useful for small and medium-size libraries EKZ now offers for sale (after a critical scrutiny of their quality) more than 1.000 cassettes in the following fields:

* light music (particularly hit tunes of the day, jazz, pop and rock)
* classical music
* productions for children and young people
* talking books. Among these are also English-language cassettes, such as the 'Listen for Pleasure' program of the EMI- Electrola Company, or the cassettes of the Caedmon Company of New York.

We also offer courses, compiete with textbook and cassettes, for learning foreign languages. Each cassette includes catalog and charging cards.
Catalogue cards contain, besides the title, a class mark and a subtitle. This catalogue-card service saves libraries costly and personnel-intensive work. Shortly an assortment of critically selected videofilms will be presented.
The Supply Center for Public Libraries EKZ would be interested in presenting its audiovisual media to foreign libraries. We consider our assortment of German-language literature cassettes (the so-called talking books) particularly attractive.

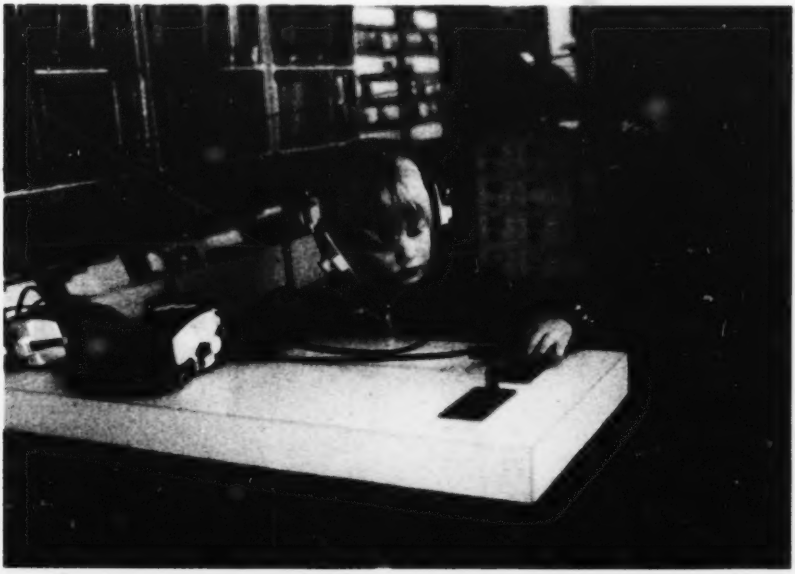
3 National service to public libraries in the field of audiovisual media the situation in the Netherlands

Ed Spruit

Introduction

In this article I will pay attention to the developments in the Netherlands which have lead to the inclusion of audiovisual media in the public libraries and to the central service to public libraries in this field.

Since the beginning of the 1970s a joint committee of the Ministry of Education and the Ministry of Culture, Recreation and Social Welfare has discussed the distribution of audiovisual materials in the Netherlands. An important result of the discussions was, that the distribution of the audiovisual materials with exception of 16 mm and larger format movie pictures was regarded as a part of the service to public libraries.



And not only for the individual users but also for schools and other institutions. In this respect the Dutch situation differs much from the situation in several other countries where there are Central Audiovisual Services for the distribution of audiovisual materials to schools.

In the meantime, in the Public Libraries Act of 1975, provision has been made for the inclusion of audiovisual materials in library collections.[1]

Problems regarding the inclusion of audiovisual materials in public libraries

From 1975 to 1979 an investigation was carried out in the Netherlands under the title *Methodical investigation into the functioning of the public library as a media centre.* The aim of the investigation was not to examine whether audiovisual materials belong in the public library but rather to evaluate the problems concerning their inclusion in libraries and, subsequently, to try and find solutions. For instance, the incorporation of audiovisual materials in the library collection has proved to need a great deal of time and energy.
This is due particularly to the following facts:

1 Suppliers of audiovisual materials are much less well organized than book publishers. This leads to much time being spent on research by library staff.
2 Audiovisual materials were at that time not yet reviewed as extensively as books and this makes it difficult for the library staff to establish which materials are suitable.
3 Because of lack of familiarity with the rules for the bibliographical description of audiovisual materials (ISBD/NBM) the cataloguing of audiovisual materials requires much time.
4 Many materials are not supplied in a form suitable for lending. For example, slides may be supplied in cardboard frames and these have to be remounted in plastic frames. In addition, slide frames may not contain adequate information about the slide and these details have to be printed on the frames at a later stage.

It is not surprising therefore, that one of the most important conclusions of the *Methodical investigation* was that a national service for the reviewing, acquisition and processing of audiovisual materials is essential. In the Netherlands the

1 Section 1 of the Public Libraries Act states: ' 'Public Library' means a library that is provided for and accessible to the public, in which culturally representative collections of books, newspapers, periodicals and audiovisual materials of current interest are vailabl

appropriate institution for such a service is the Dutch Centre for Public Libraries and Literature (NBLC).

The NBLC

This institution is the governing organization of public libraries in the Netherlands. All (approx. 1000) public libraries are affiliated to the NBLC.

The organization has a twofold function:

a To advise the libraries. For this purpose the NBLC employs a large number of specialists in such areas as automation, audiovisual media, library equipment, mobile libraries, legal affairs, children's libraries, etc.

b To produce all kinds of materials. This is often a continuation of the above-mentioned advisory function. Products include brochures on all kinds of professional subjects, book reviews (approx. 13.000 titles annually), reviews of periodicals, reference lists, documentation kits etc.

The NBLC now has about 200 staff members spread over various services. The audiovisual media service (with 15 staff members) is one of these.

The audiovisual media service

This service also has a twofold function, i.e. advice and production.
The advisory function includes:

- Guidance to public libraries starting with audiovisual media
- supply of information on available equipment
- advice with regard to the equipping of libraries (special provisions for audiovisual media, furniture, storage systems etc.)
- advice concerning collection-building

Meanwhile there are already a number of activities on the production side.

Present production activities of the audiovisual media service

a *Audiovisual documentation*
About 12 years ago the NBLC started an inventory of all audiovisual materials (with the exception of features films and scientific productions) available in the Netherlands (for sale, for hire or for loan). This inventory was instigated both for education and for the public libraries. At the moment the documentation comprises some 20.000 titles. Every month a

ALGEMEEN

Diaserie

Raszenvooroordelen en rassendiskriminatie
P.O.C. Hilversum, bestelnummer: 4
Voorwaarden: aanschaf
59 dia's: zwart/wit: kleinbeeld. Handleiding (Frans)
De gevaren van vooroordelen en rassendiskriminatie.

Films (16 mm, geluid)

Drie wijze mannen
I.F.S., Den Haag
Voorwaarden: alleen verzendkosten
15 min.: kleur: opt.
Kommentaar: Nederlands en Engels
Drie mensen en drie meningen over Zuid-Afrika. Wie heeft gelijk? Kijk zelf en vorm een eigen mening.

In het oog van de storm
V.N.F.I., Hilversum
Voorwaarden: huur plus verzendkosten
20 min.: kleur: opt.
Kommentaar: Engels. Nederlandse ondertitels
Dokumentaire
Gewaagd experiment over diskriminatie op een basisschool in de V.S.

Jan Tatting
V.N.F.I., Hilversum
Voorwaarden: huur plus verzendkosten
30 min.: kleur: opt.
Kommentaar: Nederlands
Diskriminatie en geweld in het oeuvre van een Surinaamse schilder.

Now
Cineclub, Amsterdam, bestelnummer: E 15
Voorwaarden: huur plus verzendkosten
6 min.: zwart/wit: opt. Handleiding
Geen kommentaar.
Fotomontage met beelden van het rascisme in de U.S.A.

We are one
N.I.A.M., Den Haag, bestelnummer: UFe 15
Voorwaarden: adm. en verzendkosten
15 min.: zwart/wit: opt.
Kommentaar: Engels
Een japanse televisie film, die laat zien dat kinderen overal ter wereld gelijk zijn, ook al hebben ze een andere huids kleur en leven ze in heel verschillende omstandigheden. Vreugde en verdriet, wij vinden ze overal. Kinderen kennen geen verschillen en geen grenzen.

RASSEN, MINDERHEDEN EN VLUCHTELINGEN VRAAGSTUK

Wij, zij en zulle
N.I.A.M., Den Haag, bestelnummer: 1768
Voorwaarden: abonnement
11 min.: kleur: opt.
Geen kommentaar.
Deze tekenfilm behandelt het thema van de racistische en de levensbeschouwelijke diskriminatie. Alle gevoelens, gedachten, wensen en behoeften die in de film aan de orde komen worden in de situaties duidelijk gemaakt, hetzij met gebaren, hetzij door het gebruiken van een fantasie taal die zich van herkenbare intonaties en klanksoorten bedient.

Geluidscassettes

Pluriforme samenleving
NBLC, Den Haag, bestelnummer: IKON/308
Voorwaarden: aanschaf
70 min.: compact cassette: mono
Veel buitenlanders hebben zich in Nederland gevestigd.
Wat vinden Nederlanders hiervan? Hoe reageren ze erop?
Uit straatinterviews en gesprekken met Surinamers blijkt dat ze t.o.v. buitenlanders niet bepaald toleranter worden.
Toch vinden allerlei samenwerking- en hulpprojekten plaats die mogelijk kunnen helpen de voornoemde ontwikkeling te stuiten.

Pluriforme samenleving
Openbare Bibliotheken, bestelnummer: IKON/308
Voorwaarden: te leen
70 min.: compact cassette: mono
Voor beschrijving zie voorgaande cassette.

Transparant

Nationaliteitsproblemen in de 20e eeuw
Wolters Noordhoff, Groningen (IVAC), bestelnummer: 4050.55
Voorwaarden: aanschaf
4 bladen: kleur.

RASSENVRAAGSTUK

Diaseries

Namibie
Anti-Apartheidsbeweging, Amsterdam
Voorwaarden: huur plus verzendkosten
Kleur: kleinbeeld. Handleiding.

De strijd in Suriname II
Scholenwerkgroep Wereldwinkel, Amsterdam
Voorwaarden: huur plus verzendkosten
72 dia's: kleur: kleinbeeld. Handleiding.
Handelt over de geschiedenis van Suriname, de levensomstandigheden van de bevolking, de rol van het buitenland, de bedrijfsleven in Suriname, de besteding van de ontwikkelingshulp en de problemen die Surinamers in Nederland ondervinden.

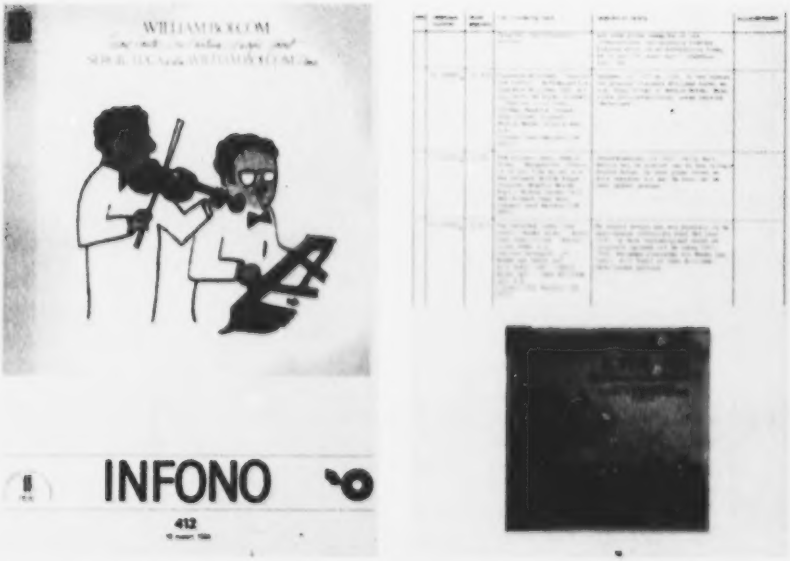
Page from the loose-leaf inventary 'Informatie Audiovisuele Media'.

BEST COPY AVAILABLE

part of this documentation appears in the publication *Informatie Audiovisuele Media* (Information Audiovisual Media) Because this publication appears in loose-leaf form the file information can be easily changed and up-dated. Within a few years this documentation will be stored in a computer.

b Centralized supply of gramophone records and audiocassettes
Many public libraries in the Netherlands have a collection of gramophone records and audiocassettes (mainly music). For these libraries a central service was set up in 1976. This service includes the following:

Every week, the publication *'Infono'* makes some 180 new gramophone records and music-cassettes available to the public libraries. Infono contains information on each of the 180 items. Special attention is given to the value of the records and cassettes for the music collection. This service means that libraries each year can make a choice from at least 9000 titles. The libraries have two weeks in which to place their orders. On receipt of the orders the records and cassettes are purchased centrally by a sister organization, the Dutch Library Service. This institution processes the materials and sends them direct to the libraries. At the same time, the respective catalogue cards are produced by the NBLC.



Centralized supply of gramophone records and cassettes by means of the weekly 'Infono'.

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c Reviews of audiovisual materials (non-music)
In 1977, the NBLC started reviewing audiovisual materials; in the beginning mainly slide-series. At the moment, between 600 reviews are produced annually by external reviewers. Catalogue cards are produced for all materials reviewed.

d Brochures
In the series *Oriëntatie Audiovisuele Media* (Orientation Audiovisual Media) brochures are published on use of equipment, professional subjects etc. For example, publications have been issued on the slide-projector, the overhead projector, the *Methodical Investigation* and storage systems for audiovisual materials.

e Info-media
Info-media has been published since the beginning of 1979. This bimonthly periodical is particularly aimed at libraries and other institutions with audiovisual collections. It can be compared with the British periodical *Audiovisual Librarian*.

f Centralized supply of audiovisual materials (non-music)
Since the beginning of 1981 NBLC has offered the public libraries the facility to order slide-series, audiocassettes,

language courses, etc. centrally on the basis of reviews. These materials are fully processed. This means that they are packaged in a special storage system which enables the libraries to integrate these materials between the books. Furthermore - if necessary - filmstrips are mounted and slides are remounted, title-information is printed on the slide-mounts, and audio- and videocassettes are relabelled, etc. The respective catalogue cards are also produced.

g Video
The newest activity is the central supply of videocassettes. This activity is preceeded by advice from NBLC to all public libraries in Holland regarding the standardization of video. NBLC has - after much research and discussion in advisory committees - decided to advise the libraries to use only one video cassette system for lending purposes, namely the VHS-system. After finding solutions for the authors' rights NBLC can offer now films from several institutions on VHS videocassettes to libraries.

Other activities

One task undertaken by the NBLC which is neither an advisory nor a producing one is the distribution of radio programmes. Six broadcoasting companies have granted the NBLC distribution rights for audiocassettes of previously broadcast radio programmes. Consequently, many public libraries have now

info-media

audiovisuele media en de toepassing daarvan

27

november
1983

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Hoe had u het gehad willen hebben?
Een momentopname video
Media in het onderwijs
Wat hebben prentjes met muziekonderwijs te maken?
De compact-disc: het geluid van de nabije toekomst

The bimonthly periodical 'Info-media'.

LONDEN I en II. - Hilversum : Polyvisie [prod., 1981] - Hilversum] : NCRV-Schoolradio [dist.] - 32 dia's : kleur + 1 geluidscassette (30 min.) : mono + 2 teksten (4 + 4 p.) - (Steden van Europa) - 6/81.3, 6/81.4

eu-engo-986.2 (1)(V + J) /Deze dia's in kleur geven een heel goed beeld van de stad Londen weer. Met name de traditie en de cultuur krijgen ruimschoots de aandacht. Kwalitatief zijn de dia's van een hoog gehalte. Bij elke dia behoort een korte schriftelijke uitleg, die door kinderen vanaf 10 jaar zelf kan worden verwerkt. Tevens vertellen enkele bekende t.v.-reporters uit Londen, Parijs en New York iets over de dia's op een zeer plezierige, maar ook eenvoudige manier via een cassettebandje. In de wijze van aanbieding zit ook nogal variatie. Al met al een serie, die het voor de kinderen van de bovenbouw van de basisschool bijzonder goed zal doen en ook nog aan te bevelen is voor de wat oudere jeugd.

J. H. Bargeman

bestelnummer	prijs	inw. pr.	aantal	k.krtn	akkoord	opm.
A 82.15.122(V)						
A 82.15.122(J)	f. 30.60	f. 62.30				

bon voor eigen administratie van bestelde materialen en k.krtn. A.V.M.

eu-engo-986.2 (1)(V + J)
LONDEN I en II (D + C) - Hilversum : NCRV-Schoolradio, [1981] - 6/81.3, 6/81.4

kodestempel

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eu-engo-986.2 (1)(V + J) /LONDEN I en II (D + C) -
Hilversum : NCRV-Schoolradio, [1981] - 6/81.3, 6/81.4

prod. prijs	inw. prijs
	f. 62.30

kodestempel

bestelnummer	1	2	3	4	5	6	7	8	9	10	meer
A 82.15.122(V)											
A 82.15.122(J)											

niet losscheuren als beide bonnen worden ingezonden

= = = = = = = = = BESTELBON KATALOGUSMATERIAAL N.B.L.C. DEN HAAG = = = = = = = = =

hoofdwoord en titel
eu-engo-986.2 (1)(V + J)
LONDEN I en II (D + C) - Hilversum : NCRV-Schoolradio, [1981] - 6/81.3, 6/81.4

kodestempel

bestelnummer	kataloguskaart		
A 82.15.122(V)	KK		

Review of audiovisual material. At the same time order form for the material and the catalogue cards.

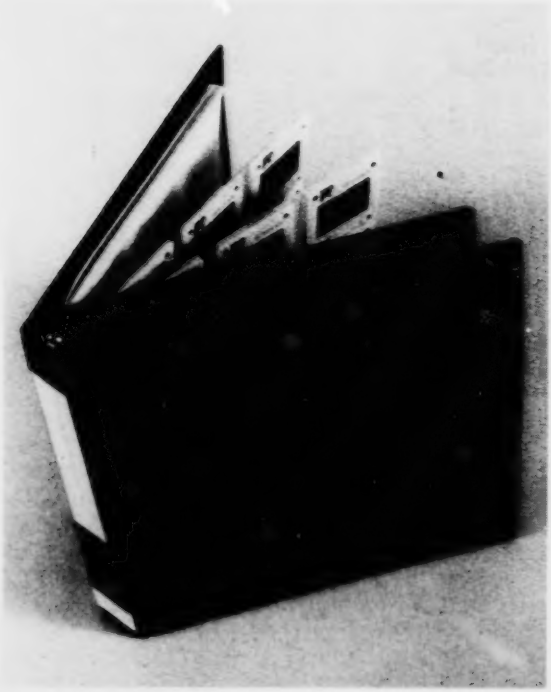
included a large number of radio programmes in their collections. NBLC gets also the distribution rights for television programmes on video from some broadcasting companies.

Another important achievement, after much research, has been the development of a storage system for audiovisual materials. Most public libraries in the Netherlands have chosen to adopt an integrated system for the shelving of books and audiovisual materials. This can only be realized if the libraries have an adequate packaging system enabling them to place all types of audiovisual materials among the books (intershelving). This system now exists. It consists of binders with or without a ring mechanism in two formats (A5 and A4) and in various spine widths (see illustrations at the end of the article).

By means of a loose-leaf system all kinds of audiovisual materials can be stored both individually and in combinations. Furthermore these binders offer space for accompanying printed texts, 'bookcard' and catalogue card etc.

In conclusion

The National Standards Committee has calculated that it is desirable that 20% of the total collection of a public library should be devoted to audiovisual materials (music and non-music). At the moment only a few libraries are able to meet this requirement. Certainly the extension of the central service will make it much easier for many libraries to meet this standard.



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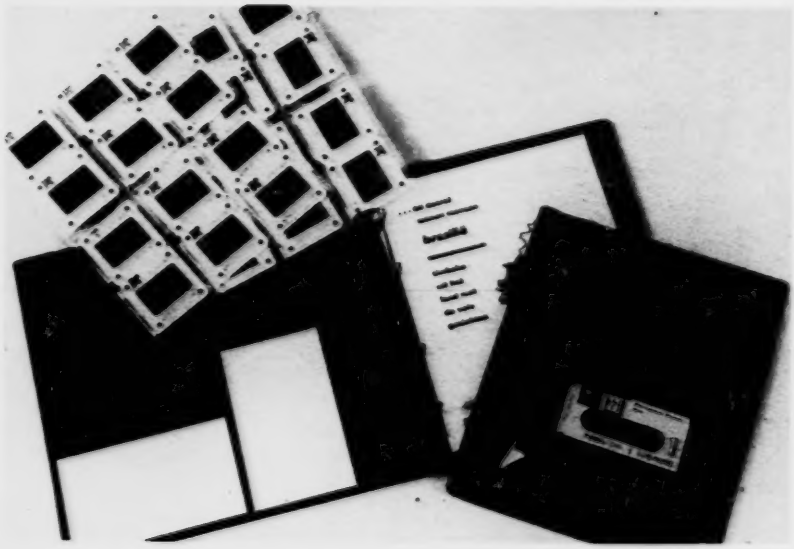
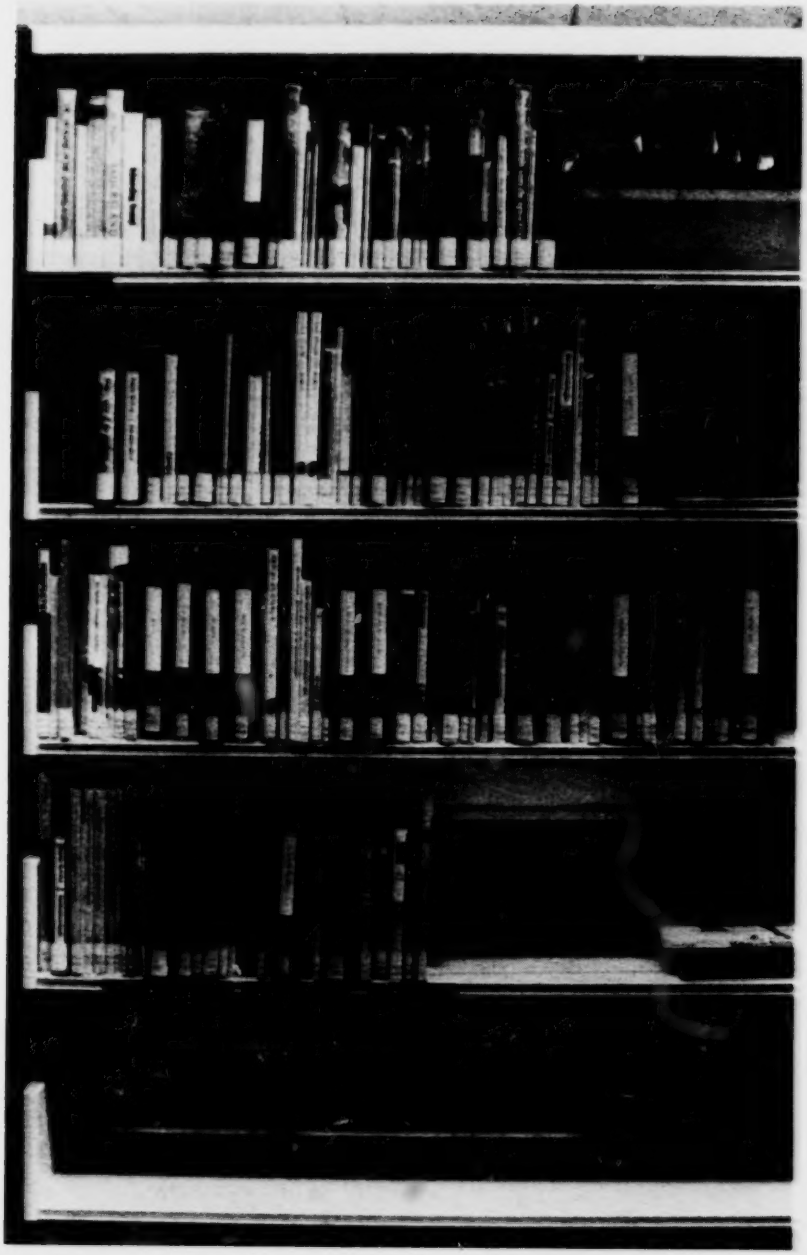


Multi-media storage system (NBLC).



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Integrated accommodation of audiovisual materials (intershelving).

4 Norway: Audiovisual media in Biblioteksentralen, Oslo

Per Chr. Erikstad

Norway's Library Act in 1972 opened the way for the purchase of audiovisual media alongside the traditional materials such as books, periodicals, newspapers, etc. Later on, Biblioteksentralen conducted a survey amongst libraries with the ultimate intention of developing an audiovisual service.
The services, which are developed in this field are offered only to public libraries.

Language courses

Language courses on cassette were the first obvious items to stock, and so Biblioteksentralen promoted these courses with a considerable amount of success. Courses in English, both for beginners and for more advanced students, were the first to be introduced, particularly as the course START was simultaneously broadcast on radio and television. Organizations concerned with adult education participated, and there developed close co-operation between libraries and these institutions.

This particular course created a demand for more advanced English courses and, gradually, in co-operation with a Language Institute, more speedy courses were developed. Similar courses in German were also produced. This type of course was specifically designed for self study purposes. Biblioteksentralen also offered the shorter tourist courses in the most popular languages, e.g. Spanish, French.

Music (audio cassettes)

Another area of interest related to music. The survey of libraries showed that few libraries possessed equipment for a music department, but that there was great interest in providing music in children's libraries. Biblioteksentralen offered some titles and the annual rate of additions at this level is currently twenty to thirty titles.

Microfilm

In the 1970s, libraries reported a growing interest in local and

family history. A certain amount of material was available on microfilm, such as newspapers and baptism registers. As Biblioteksentralen had already started to sell microfilm readers, many libraries also took advantage of this service.

Video

Currently, there is a discussion concerning the use of videotape in libraries. Some politicians are keen to allow libraries to include this new medium in order to provide alternative collections to the commercial outlets, which frequently hire out violence and sex movies.

The State Directorate for Public and School Libraries has established a committee to look more closely at this problem and Biblioteksentralen is also represented on this committee. Guidelines for video acquisition have already been discussed and it is recommended that the content of videos should be plays, concerts, films of historic value, programmes from the Norwegian Television, educational video, children's programmes, informational videos from state and local authorities. In addition, there should be programmes provided for special categories of library user, informational videos for handicapped people, material suitable for immigrants, as well as training programmes and also shows. However, there are many legal questions to be resolved before Biblioteksentralen can offer a full video service to libraries.

5 Sweden: The activities of the AV Section of the Bibliotekstjänst

Birgitta Malmquist

The AV Section of the Bibliotekstjänst is part of the Central Binding Service. It has six members of staff who are concerned with the following areas of activity:

1 Music Services
2 Filmstrips, slides and language courses
3 Talking books

Music Services

Each year, about 700 titles are offered to Swedish libraries in order books (catalogues) which are issued twice monthly. Each catalogue contains classical music, jazz, ballads, pop music, blues, traditional or folk music, and music for children.

AV in a children's library (Sweden).

Good quality records and cassettes are chosen for entry into the catalogues. Because the Swedish production of recorded music for children is small, selection of suitable titles until now has been made by the Bibliotekstjänst's music editor. After this, the titles are reviewed by librarians working with children. The selection of classical music is made by a music teacher, who also writes the reviews. Three music critics are responsible for selecting and reviewing pop music, jazz and traditional music.

Since every title is catalogued in the Cataloguing Department, libraries can order catalogue cards at the same time as they order the records or cassettes.

For this service of review catalogues, libraries pay a subscription which varies according to the size of the library. In addition, special listings are produced, concentrating on, for example, jazz or children's music or stories from the home-countries of Swedish immigrants.

In 1981, libraries purchased 14,320 records and cassettes via the Bibliotekstjänst.

Filmstrips, slides and language courses

Bibliotekstjänst began offering filmstrips and language courses in 1972. Weston Woods filmstrips had, however, already been available since 1969.

Information about these materials is obtained from advertisements in journals, through catalogues from Swedish and foreign publishers, from educational and audiovisual exhibitions and other contacts with publishers and producers. Those which are most suited for library use are selected. For example, language courses must not be too long or have too many cassettes for language laboratories; the subject must not be too specialized or technical.

Publishers are asked to send copies on approval, and if found suitable, the material is sent out to a reviewer. Today, there are forty reviewers of audiovisual media and they are mostly librarians, teachers, nursery school teachers or other specialists in different fields. The reviewer is normally given two or three weeks in which to write a review which must be as objective as possible. The review must contain a short description of the content, comments on the professional reliability of the product, technical and artistic qualities, the degree of difficulty of the material, and for whom it is intended, e.g. nursery schools, libraries, hospitals, private study purposes, adults, etc. The review copies and reviews are then returned to Bibliotekstjänst,

Audiovisual materials offered to the libraries (Sweden)

where the order catalogues are printed and distributed twice a month. In the event of a negative review, the product is not included. Experience has proved that negative reviews do not produce orders. This means that only the selection of high quality products is offered.

Libraries have four weeks in which to place their orders. These are then counted and the required number of each title is ordered direct from the publisher. The publishers send the language courses, filmstrips, etc. to the distribution department in Stockholm. Here, the books are plasticcoated, materials are placed in special packaging and book cards, catalogue cards and edp-labels are added. The items are then distributed to the libraries which requested them.

All the materials requested from the publishers is returned to the publishers after review and cataloguing procedures have taken place.

In addition to the regular twice monthly order catalogues, there is a special order leaflet containing 160 titles of filmstrips and slides relating to children's stories, also children's songbooks and cassettes. Furthermore, a catalogue with details of approximately 200 language courses for adults is produced every two years. This catalogue contains a selection of the best and most popular courses in adult education. In addition to these, subject listings are produced, e.g. filmstrips about Christmas.

There is close colloboration with certain publishers who produce filmstrips and slides for children. Weston Woods in Connecticut, USA, IBIS in Denmark and the Swedish Broadcasting Corporation Publishing Department here in Sweden. Bibliotekstjänst has the exclusive rights to their filmstrips and slides. For example, Weston Woods have a great number of high quality filmstrips based on famous children's books. Bibliotekstjänst buys the filmstrips and Weston Woods print textbooks in Swedish. If the book is already published in Sweden, then there are no problems; if there is no translation, then Weston Woods will try to arrange one. Bibliotekstjänst can also suggest Swedish titles which could be used for filmstrips and Weston Woods has always tried to satisfy these requests. They are also kept informed about new Swedish children's books.

There is regular contact with approximately twenty publishers of educational material and, in addition, there are occasional contacts made with smaller producers. During 1981, 108 titles were offered to Swedish libraries.

Talking Books

Bibliotekstjänst began the production and sale of talking books on a small scale in the 1960s. In 1975, 200 new talking books were offered through order catalogues. From 1982, the number of new titles offered to libraries is expected to be around 700 each year. All titles are accompanied by reviews and are promoted through the monthly order catalogues.

The main source for the production of Swedish talking books is the National Library of Talking Books and Braille, who produce 1200 titles a year. Bibliotekstjänst produces 150 titles a year, by comparison. The main task of Bibliotekstjänst is, therefore, to give information about, and offer for sale, newly produced talking books. Of course, this means that Bibliotekstjänst can also copy and distribute titles in response to requests received as a result of the order catalogues. The National Library of Talking Books and Bibliotekstjänst co-operate closely in providing libraries with talking books. Bibliotekstjänst is granted permission to borrow, free of charge, any mastertape produced by the National Library of Talking Books. In return, Bibliotekstjänst assumes the responsibility for offering the new talking book titles as soon as possible - even before the mastertapes are ready. This is done in order to reduce the amount of time between the appearance of the printed edition and the talking book.

The copying of the cassettes for talking books (Swedish)

The talking books are put into the boxes. Various labels are put on to the box (in braille and print).

The responsibility for selecting which printed titles should be produced as talking books (at Bibliotekstjänst) lies with the Editor of Talking Books in consultation with eight librarians from public libraries in Gothenburg and Lund. The selection of which titles should then be offered in the monthly order catalogues is made jointly by the Editor at Bibliotekstjänst and librarians at the National Library of Talking Books.

As mentioned earlier, only 700 out of the total number of talking books produced annually is offered for sale by Bibliotekstjänst. Past practice meant that libraries were not able to purchase talking books which had not been offered by Bibliotekstjänst, Nor was there any sale of back numbers worth mentioning. But from 1983, libraries have been able to buy any talking book, however old, provided that the book has been produced by the National Library of Talking Books or by Bibliotekstjänst, and that the sound quality is good.

Bibliotekstjänst also operates a very efficient service for handling broken or defective cassettes.

In 1981, 29,000 talking books were sold and distributed to libraries in Sweden. The cost of a talking book with six cassettes is approximately 200 Swedish Crowns.

Cataloguing

The Cataloguing Department is responsible for the bibliographic content of Bibliotekstjänst's database, which numbered some 800,000 records in early 1983. The bibliographic references reflect the holdings of public libraries connected to the automated library system called BUMS. Of course, book titles are in the majority, but as public libraries are showing an increasing interest in audiovisual materials, these items are also included, e.g. gramophone records and cassettes, slides, talking books and, more recently, video recordings. In 1984, the Swedish version of AACR 2 will be used. However, as early as 1979, the new rules were anticipated and a MARC - like format created to suit all non-book materials.

The database is used to produce printed catalogues as well as microform editions. It can also be accessed on-line for author, title, ISBN, gramophone record number (for example, DG 2740 265), number of production (video programmes) and classification. Plans are well advanced to create an on-line public access catalogue, using an information retrieval system. This will increase the searching facilities greatly, especially in the field of music, where it will be useful to search under names of instruments - areas which are not the usual access points in a conventional library search.

Contributors

Suzanne Hemmeth Christoffersen is AV-librarian at the Danish Library Bureau and deals with the cataloguing of audiovisual materials. Member and secretary of the Subcommittee on cataloguing rules for non-book materials.

Wilhelm Wiemers directs the Audio Visual Media Division of the Supply Center for Public Libraries ('EKZ') in Reutlingen, Federal Republic of Germany. He teaches Audio Visual Media and Music Theory to librarians at the Technical College for Library Science in Stuttgart.

Ed Spruit has been involved for some 10 years in the integration of audiovisual media in the Dutch public libraries, and the setting up of a national library service in this field.

Per Chr. Erikstad is Director of the Book Department in the Norwegian Library Bureau (Biblioteksentralen).
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